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# Design Like Apple: Seven Principles For Creating Insanely Great Products, Services, And Experiences



## **Synopsis**

From his earliest days at Apple, Steve Jobs set the standard that all products should be "insanely great". Apple sees design as a tool for creating beautiful experiences that surprise and delight, but also convey a point of view down to the smallest detail - from the tactile feedback of a keyboard to the out-of-the-box experience of an iPhone package. This is no accident; the entire Apple organization is designed to give top priority to design considerations. *Design Like Apple* uncovers the lessons from Apple's singular approach to product creation, manufacturing, delivery, and customer experience. Learn how design can create a competitive advantage by delivering beauty, ingenuity, and charisma. Get guidance on how to nurture taste, talent, and a design culture at every level of your organization. Help your employees zoom out to view the big picture, see the relationships between objects and the space around them, and understand the product's context so that they can design a compelling and infinitely useful system for your customers. Gain the courage to relentlessly prototype. And finally, find your voice as a brand and a business. Bridging creativity and commerce, this audiobook will show you how to truly *Design Like Apple*.

## **Book Information**

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## **Customer Reviews**

First of all, this book should be titled *DESIGN LIKE LUNAR: SEVEN PRINCIPLES* etc. Author put "APPLE" in the title (or in the ads) was to attract the customer only. Trust me. Not a 2-stars just because I understand that making a book is difficult. I appreciate it. The book does not put Apple as the center of its discussion (except for chapter 1), and it is not worth read if you are seeking for the

deep insight on how Apple design its product. The core of the book is LUNAR, filled with several examples/cases from Method, OralB, SanDisk, Microsoft, Procter&gamble, Google, GAP, Apple and so on. The noise was too much. Why don't the author limit the cases/discussion in Apple product only when describing about his 7 principles? I guess because the author does not know more than us or Walter Isc, then finally he added so much of his personal stories in LUNAR to avoid making a 50-pages book. Was it a completely bad book? No. However, the only new insight for me was:1) Apple cares about making the higher percentage of profit and the money could be invested to make the next great product, told by Fadell (agreed)2) You should make a good product outside (look)-inside (software/interface) (in the Motorola RAZR case)3) You have to design the product for someone but not everyone (totally agree) Other good points in this book were explained somewhere else (books etc) and I hate that author mentioned it again when making his points. For example: the purple cow in Godins book (read: make an outstanding product!) or even make a product that create emotional connections, from DUarte book 'Resonate' and so on. I bought this book not to read those explanation again or to have you summarize it again. I bought and read those book already. If you want to know how LUNAR design a good product, read this book. Otherwise, spend your money somewhere else. For those who want to know the real principles of how Apple did it, wait until Tim Cook, Schiller, or Ive authored the books (which is not going to happen). My suggestion, stick to Walter Isc book on Steve Jobs biography and any other sources freely available on internet (FORBES etc) for better information.

It was perfect

The author presents a compelling argument for design and innovation in all aspects of life. I highly recommend this book for anyone looking at improving their design philosophy.

Fairly simplistic perspective disguised as helping understand why Apple design is great

Good book . Interesting insights as per apple focus on design . Design as a main item and not just as a side effect to technology .

I think this book provide a very detailed insight to the basic understanding of product design. The author vividly explained why design is becoming so essential in company development with real examples coming from his own design firm. I like the way he said about prototyping and design

attitudes. Very interesting to read.

This book gives insight in good design process. Many examples are used to explain the process behind different products. Also some theory behind when and how to use prototyping.

Sorry for the late reply. A good book to start with and an excellent one for product design students in general. Received book in good condition and on time.

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